

How Mavik Marine Saw A 12x ROAS



Background

Mavik Marine is the Florida boating community's trusted source for marine parts, accessories, and equipment. With an inventory of over 30,000 boating parts and supplies, they've become a go-to spot for commercial fishermen and recreational boaters alike. The company's emphasis on fast shipping, combined with their wholesale pricing strategy, has helped Mavik Marine stay successful over the years.

Key Metrics



\$27,000
in Total Revenue



\$12
Generated for Every \$1
Spent on Advertising



245
Conversions

"I would definitely recommend Logical Position to any small business looking to jump start their online exposure. We are really excited about expanding our partnership with LP and seeing what the rest of the year holds for us!"

-Pablo Acevedo, Owner of Mavik Marine

The Strategy

Mavik Marine came to Logical Position (LP) hoping to increase their paid search revenue and set up accurate conversion tracking in Google Ads. The boating company had just launched a new website, and organic traffic had declined as a result, which meant that pay-per-click advertising was more important than ever in generating revenue for Mavik Marine. LP created shopping campaigns to show in the Google Shopping tab, and segmented these using single product ad groups (SPAGs). Using SPAGs allowed our team to see individual product performance, which made it easier to maximize budget control and ensure ad relevancy. Next, we used a highfrequency ad copy rotation in our search campaigns to regularly show new and distinctive ads and products to our target audience.



Results

New Google Ads campaigns typically take some time to become profitable, and this was true in the case of Mavik Marine. After a month, the boating company was ready to stop advertising— but we urged them to hang on for one more month, which was just enough time for Google to acclimate to the new advertising. By the second month of our partnership, Mavik Marine started earning \$3 for every \$1 spent on advertising— and the returns just kept increasing from there.

Even in the wake of the COVID-19 pandemic that swept through America, Mavik Marine was able to benefit from a partnership with LP. In April 2020, during the very peak of the coronavirus outbreak in the United States, Mavik Marine had a total of 245 conversions from Google Ads, with the boating company seeing \$12 back for every \$1 they spent on advertising.

Their total revenue in the month of April was over \$27,000, a year-over-year increase of \$17,000 since they started working with LP.

Mavik Marine even broke a business record, earning over \$1,000 in sales in a single day in April for the first time ever.

Uncertainty will never stop LP from growing businesses online.

Ready to Find Out What Makes Us Different?

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